

The Linux Box Taps Feintuch Communications for Strategic Public Relations Program

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NEW YORK and ANN ARBOR, Mich., June 22 /PRNewswire/ -- The Linux Box, a professional services organization specializing in open source technology and the Linux platform, has appointed Feintuch Communications as agency of record.

Founded in 1999, Ann Arbor-based The Linux Box is a bespoke software development consultancy specializing in customization and enhancement of open-source programs. Its blue chip clients include McKesson, Harvard Management Company, Borders Group, FedEx and Answers.com. The company is ISO 9001:2000 Quality Management System certified. The Linux Box is dedicated to the open source movement and provides software and other support to the community in addition to its commercial endeavors.

"As we approach our tenth anniversary and prepare to expand our service offerings, we sought out a national firm that could provide the business counsel and public relations support we needed to grow our business," said Elizabeth Ziph, co-founder and chief executive officer, The Linux Box. "The senior team at Feintuch Communications has an impressive track record of working with small and large technology organizations. We look forward to our partnership and to telling our story to a broader audience."

"The Linux Box is one of the best kept secrets in the open source software industry," said Steph Johnson, senior vice president, Feintuch Communications. "Co-founders Elizabeth Ziph and Matt Benjamin have developed a body of work and customer following that companies need to hear about. We will create a strategic public relations program to communicate the company's services and values to a broader marketplace and help introduce new offerings to the open source software community."

About The Linux Box

Based in Ann Arbor, Michigan, The Linux Box (www.linuxbox.com) services the open source software needs of a broad range of clients in industries ranging from energy and financial services to government, education, life sciences and the utilities.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for organizations of all types and sizes - from emerging companies to non-profits, associations and the Fortune 500. The firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

This release is available online in the Feintuch Communications media room at www.feintuchcommunications.com.

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